

Property Profile
9400 Highland Dr.



9400 Highland Dr., Sandy, UT 84092-3100

Market Specific Criteria	1 Mile Radius	3 Mile Radius	Utah
Predominant Consumer Lifestyles	79.9% Winner's Circle 20.1% Kids & Cul-de-Sacs	34.5% Kids & Cul-de-Sacs 25.9% Winner's Circle 9.3% Blue-Chip Blues 9.1% Boomers & Babies 8.1% American Dreams 6.8% Big City Blend	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	15,396	59,969	2,296,798
2002 HHs	4,131	16,722	722,318
5 Year Market Growth	3.1%	1.7%	6.5%
Business Population	4,442	13,802	1,148,991
Average HH Size	3.7	3.6	3.2
Median Age	31.6 years	28.8 years	27.2 years
Population Age Under 5	6.2%	8.4%	9.3%
Population Age 5 - 14	21.7%	21.0%	17.2%
Population Age 15 - 17	8.4%	7.1%	5.6%
Population Age 18 - 24	10.1%	10.3%	14.5%
Population Age 25 - 34	6.5%	10.8%	14.2%
Population Age 35 - 44	16.3%	16.3%	13.0%
Population Age 45 - 54	18.1%	14.8%	11.0%
Population Age 55 - 64	8.8%	6.8%	6.8%
Population Age 65+	4.0%	4.6%	8.4%
White / Blue Collar Ratio	78.1% / 21.9%	69.4% / 30.6%	58.7% / 41.3%
Education Level	36.2% 4+ yrs college 33.1% <4 yrs college	28.9% 4+ yrs college 30.9% <4 yrs college	21.7% 4+ yrs college 28.0% <4 yrs college
Average HH Income	\$158,227	\$107,653	\$65,291
Median HH Income	\$132,849	\$90,676	\$51,893
Per Capita Income	\$42,455	\$30,018	\$20,533
Income \$35,000-\$49,999	2.4%	7.5%	16.5%
HH Income \$50,000+	92.8%	81.7%	52.1%
HH Income \$75,000+	84.9%	59.2%	28.6%
HH Income \$100,000+	68.2%	37.9%	15.0%
Homeowners %	96.1%	90.2%	71.6%
Ethnicity	96.3% White 0.5% Black 1.4% Asian Pac. Isl. 2.1% Hispanic	93.9% White 0.5% Black 2.2% Asian Pac. Isl. 4.1% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic



Consumer Lifestyle Profile


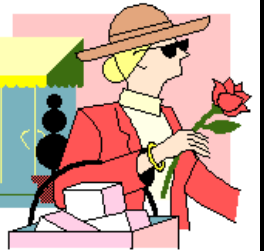




(1 Mile Radius)

9400 Highland Dr., Sandy, UT 84092-3100

Cluster Name		
		
	Winner's Circle	
	Kids & Cul-de-Sacs	
Socio-economic Rank	Wealthy	
% of Total Households	Affluent	
Predominant Characteristics	79.9%	
	20.1%	
	Executive suburban families	Upscale suburban families
	Prolific spenders; New Money	Ranked first in married couples with children
Ethnic Diversity	Well-educated, mobile	Large 4+ person families
	Teen-age children	Family governs its lives and activities
	Dominant White, High Asian	Dominant White, High Asian
	Married Couples w/Children	Married Couples w/Children
Family Type	Owners Single Unit	Owners Single Unit
Key Housing Type	25 to 54	Under 18, 35 to 54
Predominant Age Ranges	College Graduates	College Graduates
Education	Professional	White Collar / Professional
Employment	Wealthy / \$80,000	Affluent / \$61,600
Median Income	Newsweek, Food & Wine, Metropolitan Home, Travel & Leisure, Forbes, PC World, Inc.	Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing
Publications		

Data Source: Claritas, Inc.; Market Insite Group, Inc.
Dated: Oct 10, 2003

Consumer Lifestyle Profile
(3 Mile Radius)
9400 Highland Dr., Sandy, UT 84092-3100

Cluster Name Socio-Economic Rank % of Total Households						
	Kids & Cul-de-Sacs Affluent 34.5%	Winner's Circle Wealthy 25.9%	Blue-Chip Blues Middle 9.3%	Boomers & Babies Upper Middle 9.1%	American Dreams Upper Middle 8.1%	Big City Blend Middle 6.8%
Predominant Characteristics	Upscale suburban families	Executive suburban families	Upscale blue-collar families	Young white-collar suburban families	Established urban immigrant families	Middle-income immigrant families
	Ranked first in married couples with children	Prolific spenders; New Money	Dual income, high school educated	Ranks second out of all clusters for married couples with children	Descendants of multi-ancestries	Most ethnically diverse of the Urban Midscale clusters
	Large 4+ person families	Well-educated, mobile	Large suburban families	Ranks first in total households with children	Live in multi-racial, multi-lingual neighborhoods	Have large families
	Family governs its lives and activities	Teen-age children	Concentrated in the Great Lakes area	Live mostly in the Western United States	Tend to have big families	Work in white and blue-collar jobs
Ethnic Diversity	<i>Dominant White, High Asian</i>	<i>Dominant White, High Asian</i>	<i>Predominantly White</i>	<i>Predominantly White, High Asian, High Hispanic</i>	<i>Mixed</i>	<i>Ethnically Diverse</i>
Family Type	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples with and without Children</i>	<i>Married Couples with Children</i>	<i>Married Couples w/Children</i>	<i>Single Parents, Married Couples with Children</i>
Key Housing Type	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters, Owners Single Unit</i>
Predominant Age Ranges	<i>Under 18, 35 to 54</i>	<i>25 to 54</i>	<i>35 to 64</i>	<i>Under 18, 25 to 44</i>	<i>Mixed</i>	<i>Under 14, 25 to 44</i>
Education	<i>College Graduates</i>	<i>College Graduates</i>	<i>High School, Some College</i>	<i>Some College</i>	<i>Some College</i>	<i>High school, Some College</i>
Employment	<i>White Collar / Professional</i>	<i>Professional</i>	<i>Blue-Collar / White-Collar</i>	<i>White-Collar</i>	<i>White-Collar</i>	<i>White-Collar / Blue-Collar</i>
Median Income	<i>Affluent / \$61,600</i>	<i>Wealthy / \$80,000</i>	<i>Middle / \$47,500</i>	<i>Upper Middle / \$51,200</i>	<i>Upper Middle / \$51,700</i>	<i>Middle / \$39,700</i>
Publications	<i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Newsweek, Food & Wine, Metropolitan Home, Travel & Leisure, Forbes, PC World, Inc.</i>	<i>Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports</i>	<i>USA Today, Sporting News, Consumer's Digest, Working Mother, Inc., Business Week, Allure, Metropolitan Home</i>	<i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>	<i>Car Craft, Sport, Baby Talk, Photo Magazines, Shape, Organic Gardening, Vogue, Vanity Fair</i>